



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

Buku

Arntson, A. E. (2012). *Graphic design basics*. Massachusetts: Clark Baxter.

Bonne, L. E. & Kurtz, D. L. (2012). *Contemporary Marketing*. Ohio: Cengage Learning.

Chiaravalle, B. & Schenck, B. F. (2015). *Brand for dummies (2nd edition)*. New Jersey: John Wiley & Sons, Inc.

Keller, K. L. (2012). *Strategic brand management: Building, measuring, and managing brand equity (4th edition)*. Edinburg: Pearson Education, Inc.

Keohane, K. (2014). *Brand and Talent*. London: Kogan Page Limited.

Landa, R. (2011). *Graphic design solution*. Massachusetts: Clark Baxter.

Lauer, D. A. & Pentak, S. (2012). *Design basics (8th edition)*. Massachusetts: Clark Baxter.

Leavy, P. (2017). *Research Design*. New York, London: The Guilford Press

Mollica, P. (2018). *Basic color theory: An introduction to color for beginner artists*. London: Walter Foster Publishing.

Mootee, I. (2013). *60 minute brand strategist: The essential brand book for marketing professionals*. New Jersey: John Wiley & Sons, Inc.

Posamentier, A. S. & Lehmann, I. (2012). *The glorious golden ratio*. New York: Prometheus Books.

Radovitsky, Z. (2015). *Designing and implementing an e-commerce system*. California: Cognella Academic Publishing.

Samara, T. (2017). *Making and breaking the grid: A graphic design layout workshop*. Massachusetts: Rockport Publishers.

Stoddard, J. (2018). *Expressive painting: Tips and techniques for practical applications in watercolor, including color theory, color mixing, and understanding color relationship*. London: Walter Foster Publishing.

Tim SendPoints. (2019). *Mascot Design*. Guangzhou: Sendpoints Publishing Company Limited.

Trout, J. & Rivkin, S. (2010). *Repositioning: Marketing in an era of competition, change and crisis*. New York: The McGraw-Hill Companies, Inc.

Wheeler, A. (2018). *Designing brand identity: An essential guide for the whole branding team (5th edition)*. New Jersey: John Wiley & Sons, Inc.

Internet

Ardelia, B. & Surya, D. (2011). *Brand Rejuvenation, Sekarang atau Nanti?*.

Diunduh dari

<https://economy.okezone.com/read/2011/11/16/23/530007/brand-rejuvenation-sekarang-atau-nanti>

Habib, Z. H. E. (2018). Kisah Masuknya Budaya Belanja ‘Online’ ke Indonesia.

Diunduh dari <https://merahputih.com/post/read/kisah-masuknya-budaya-belanja-online-ke-indonesia>

Pratiwi, H. (2013). Tawarkan Perbandingan Harga Komprehensif, Pricebook Resmi Diluncurkan Untuk Pasar Indonesia. Diunduh dari <https://dailysocial.id/post/tawarkan-perbandingan-harga-komprehensif-pricebook-resmi-diluncurkan-untuk-pasar-indonesia/>

Wicaksono, A. (2019). Netizen Indonesia Paling Gemar Belanja Online. Diunduh dari <https://www.cnnindonesia.com/teknologi/20190201173813-185-365769/netizen-indonesia-paling-gemar-belanja-online>

Jurnal

Bantilan, I. S., Wulan, R. R. & Pamungkas, N. A. (2017). Strategi rebranding Zora Radio. *Profesi Humas: Jurnal Ilmiah Ilmu Hubungan Masyarakat*. 2, 1-12.